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(56) Documents cited
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(54) Label structures for promotional purposes

(57) The label structure (12) which comprises two webs (14, 16) laminated together with pressure sensitive adhesive (30) on the inner face of one (16) of the webs. Said one of the webs also has pressure sensitive adhesive (32, 34) on edge portions of the opposite side of the web and in the centre portion there is defined by die cutting (24) a removable label with printing (36). The other web (14) has silicone release material on its inner side, and sufficient silicone release material (22) on its outside so that when the label structures are arranged as continuous stationery, the continuous stationery can be wound into reel form without a backing sheet. Each label structure is applied to an article as a promotional device with the said one web facing (16) towards the article so that the label is concealed until the centre portion of the label is removed.

FIG.2

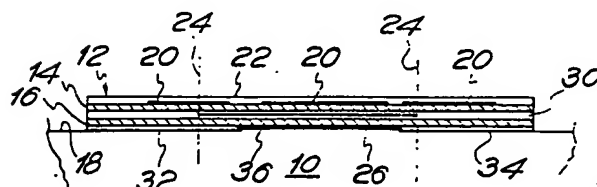
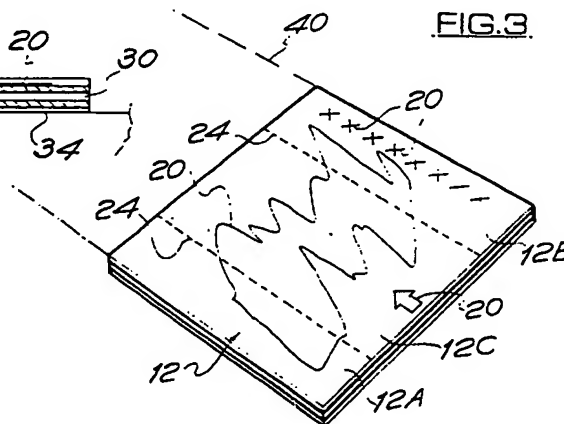


FIG.3



At least one drawing originally filed was informal and the print reproduced here is taken from a later filed formal copy.

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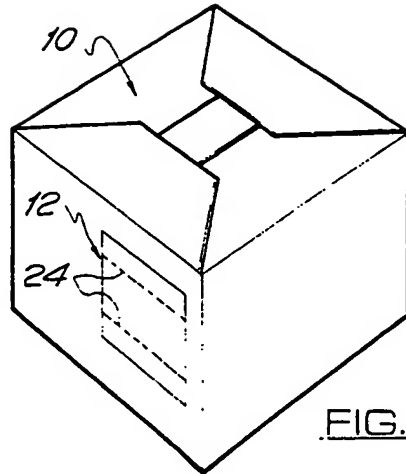


FIG. 1

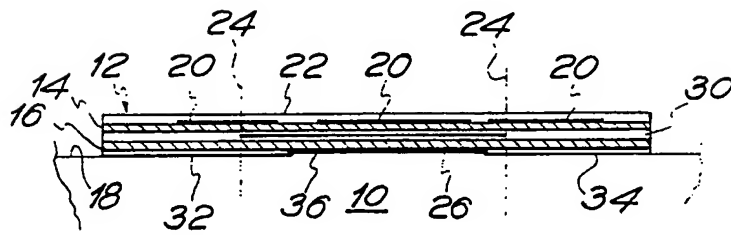


FIG. 2

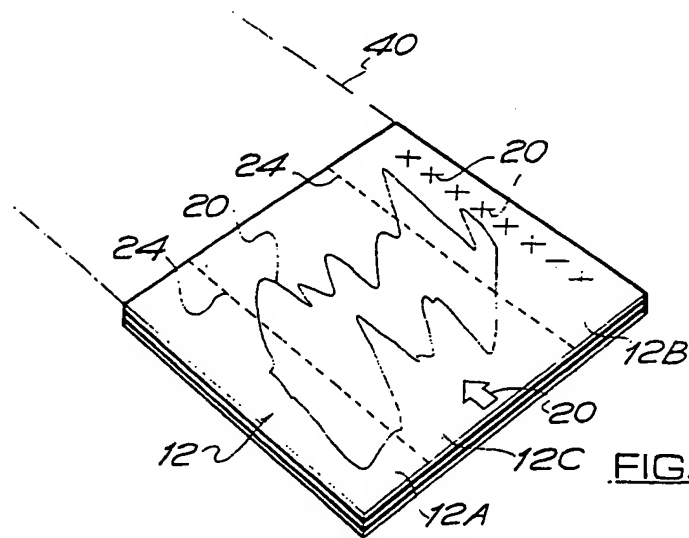
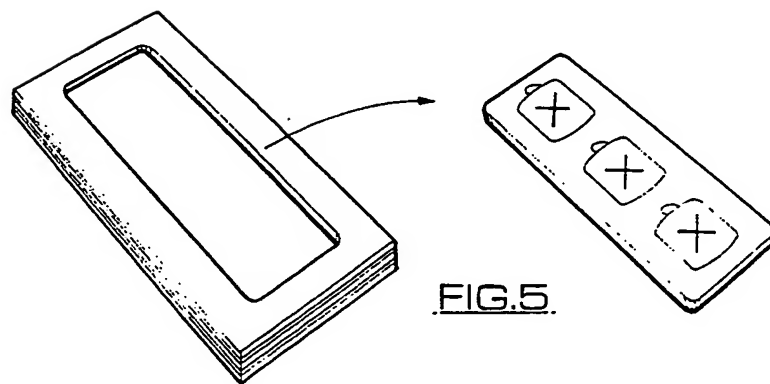
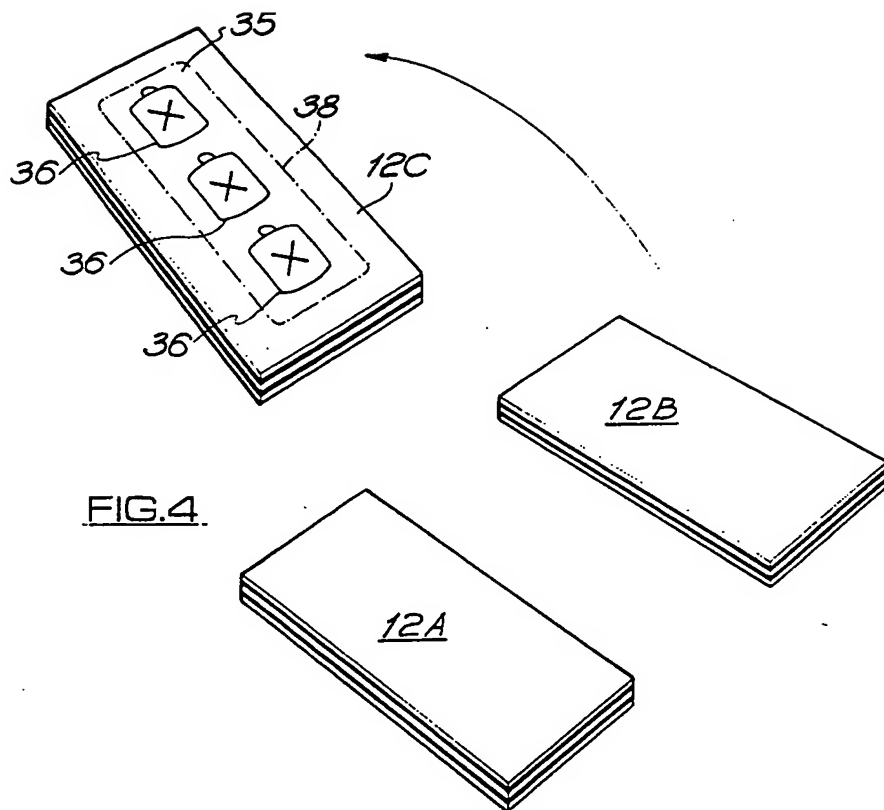


FIG. 3



Improvements Relating to Label Structures for Promotional
Purposes

This invention relates to label structures for promotional purposes, being label structures which are applied individually to articles or objects which typically will be retailed direct to the general public.

The invention is to provide that the label structures applied to such articles or objects, referred to hereinafter collectively as "articles", will enhance the sales of the article as it is believed that purchasers will be attracted to buy the articles because of the applied label structures. The label structures have concealed information which may form part of an award, credit or cash payment system somewhat similar to a lottery. In a particular case, a concealed label carries a coupon, device symbol, character or other representation, in printed form, which forms part of a set, the basis of the promotion being that the participant endeavours to collect a set of such labels, and when a set has been collected, then the collector may claim a reward, prize or cash, free goods or the like. This promotional arrangement will add to the interest of supermarket shopping, and of course those articles which have been labelled with the promotional label structures, will it is believed sell more readily than unlabelled competitive articles.

We are not aware of any label structures of a similar type which approach the promotional aspect provided by the label of the invention, in a similar fashion.

In accordance with the present invention there is provided a label structure which is adapted to be applied to an article by suitable means such as an adhesive, the label structure having an upperside and an underside, the underside being for

application to the article, when the upperside is visible, the label structure further having a detachable self adhesive label which is concealed when the label structure is applied to the article and which can be removed from the label structure for adhering to another surface only when the label structure or a part thereof is removed from the article.

The label structure may be such that removal of the label is achieved by removing only a part of the label structure, which removal destroys the integrity of the label structure.

Preferably, the label structure has perforations or other lines of weakening defining a tear-away portion (forming said part) which is removed from the remainder of the label structure in the act of removing the tear-away portion label from the article. To this end, the label structure preferably is of rectangular or square configuration, and a pair of parallel lines of weakening defined suitably by perforations extend between a pair of sides of the label structure defining two side portions and said tear-away portion, to enable removal of the label. The label structure need not have perforations or other lines of weakening and it need not be square or rectangular; it could be round or of other shape.

On the underside, the side portions preferably have pressure-sensitive adhesive enabling the label structure to be applied to the article, but the underside of the centre portion is free of adhesive whereby it will not adhere to the article when the label structure is applied.

The label structure is preferably made up of two webs (upper and lower) with appropriate coating and printing thereon. Thus, the upper substrate may be provided on the upper surface with printing indicative of the nature of the article

to which the label is applied, and/or giving details of the promotion with which the label is connected, or other suitable material, whilst the label is defined by die cutting in the lower web. Typically, the label carries a printed representation of a character, symbol or device related to the promotion in general, and the label is in the centre tear-away portion so that when the centre portion is removed from the article, the label can be removed from the centre portion and can be adhered to another surface such as a poster collector's book or board or the like. If the label is to be used in conjunction with a set of such labels to make up a collection, then the respective labels can be adhered together to a support board or book or the like.

A plurality of label structures according to the invention are preferably produced in continuous web form, coated with the appropriate materials to give effect to the structure defined above, and laminated in order to provide the label structures. Lines of weakening defined by perforations extending transverse of the continuous webs of labels serve to define the individual label structures which can be separated from the remainder of the web form by tearing or fracturing.

The means for separating the individual label structures from the remaining label structures in the web, and the method of application of the individual label structures to the articles form no part of the present invention.

An embodiment of the present invention will now be described, wherein:-

Fig. 1 shows an article of merchandise with a label structure according to the present invention applied thereto;

Fig. 2 is a sectional elevation of the label structure shown in Fig. 1;

Fig. 3 is a perspective view of the label structure shown in Fig. 2;

Fig. 4 is a perspective view similar to Fig. 3, but showing the centre portion of the label removed; and

Fig. 5 is a perspective view of the centre section of the label with the promotional item removed.

Referring to the drawings, an article of merchandise in the form of a box or package 10 containing goods is provided with the label structure 12 according to the present invention. The label structure as described herein is for the purposes of the promotion of sales of the goods contained in the package 10 in that the purchaser deals with the label structure as described herein in order to assess the identity of a self adhesive label contained within the label structure.

The label structure 12 as shown in Fig. 2 comprises a pair of substrate webs of paper, plastics material, laminated material or the like, said webs comprising an upper web 14 and a lower web 16.

On the top surface of the upper web 14 is applied printing 20, of any appropriate form which may be indicative for example of the contents of the package 10, may be indicative of the nature of the promotion provided by the label structures, or may be indicative of any other suitable information as dictated by the promoters and retailers of the goods. Covering the printing 20 is a coating 22 of a release material such as silicone release material. This material

serves two purposes, it protects the printing 20, but in addition also provides a release surface for the adhesive which is applied to the lowermost surface of the label structure insofar as the web of labels from which the individual labels are taken is manufactured in reeled form so that the adhesive undersurface of the label structure is in fact in contact with the release coating of uppersurface 22. Thus, it is not necessary that the release material should cover all of the upper surface of the web 14, but only these areas which will be contacted by adhesive on the underside of the label structure.

It is useful to note at this time that the label structure 12 is provided with lines of weakening in the form of lines of perforations 24 so that the label structure is in fact split into two side portions 12A and 12B and a centre portions 12C by said lines of perforations 24 as in the use of the label structure, the centre portion of the label structure 12C is in fact torn from the side portions 12A, 12B.

To the underside of the upper web 14 and in the centre section only is provided a layer 26 of the silicone coating, the purpose of which will be explained hereinafter when explaining the use of the label structure.

To the topside of the lower web 16 and extending over all of the topside surface is a layer 30 of pressure-sensitive adhesive, whilst to the underside of the layer 16 on the side portions 12A and 12B only are strips 32 and 34 of pressure-sensitive adhesive.

On the underside of the lower web 16 in the central portion 12C of the label structure there is defined by die cutting a label 35 carrying printing 36 identifying the promotional item of the label. The die cutting is indicated at 38 in Fig.

4 whereby the label 35 can be removed from the label structure to provide what amounts to a "sticker" carrying the print of the information identifying the promotional item.

The webs 14 and 16 are laminated as shown in Fig. 2 by means of the pressure-sensitive adhesive layer 30.

Use of the label structure is now explained with reference to Figs. 4 and 5.

When a purchaser purchases the package 10, he or she tears the centre portion 12C of the label structure from the remaining side portions 12A and 12B which remain connected to the article by virtue of the pressure-sensitive adhesive strips 32 and 34. The absence of the adhesive on the underside of the sheet structure in the central portion enables the detachment of the central portion as shown. The detachment of the central section effects an irreversible destruction of the integrity of the label structure.

The detachment of the central portion 12C as shown in Fig. 4 exposes the underside of the web 16, and in particular exposes the label 35 which can be removed and will form a sticker insofar as it has adhesive from the adhesive layer 30 on what will be the rear surface of same if the surface which is viewed in Fig. 4 is considered the front surface. On that front surface is the printing 36 identifying the promotional item. The removal of the label 35 is facilitated by virtue of the presence of the silicone layer 26 in the central portion of the label structure and to the underside of the top web 14.

The label structure described comprises simply two printed webs arranged, having regard to the printing thereon, back to back; one of the webs (14) has release material on each side,

whilst the other (16) has pressure sensitive adhesive on both sides with the label die cut in the web having the adhesive on both sides.

The label structure according to the invention provides an efficient and effective means of promoting the sale of articles 10. The concealed label cannot be identified by a visual examination of the article and label structure applied thereto, and it is necessary to destroy the integrity of the label in identifying the label.

The label structures according to the invention may be fabricated by any suitable method in the form of continuous stationery, as indicated for example by reference 40 in Fig. 3.

CLAIMS

1. A label structure which is adapted to be applied to an article by suitable means such as an adhesive, the label structure having an upperside and an underside, the underside being for application to the article, when the upperside is visible, the label structure further having a detachable self adhesive label which is concealed when the label structure is applied to the article and which can be removed from the label structure for adhering to another surface only when the label structure or a part thereof is removed from the article.
 2. A label structure according to Claim 1, which is such that removal of the label is achieved by removing only a part of the label structure, which removal destroys the integrity of the label structure.
 3. A label structure according to Claim 2, wherein the label structure has perforations or other lines of weakening defining a tear-away portion (forming said part) which is removed from the remainder of the label structure in the act of removing the tear-away portion from the article.
 4. A label structure according to Claim 3, wherein the label structure is of rectangular or square configuration, and has a pair of parallel lines of weakening defined by perforations extending between a pair of sides of the label structure defining two side portions and said tear-away portion, to enable removal of the label.
 5. A label structure according to Claim 4, wherein on the underside, the side portions have pressure sensitive adhesive enabling the label structure to be applied to the article, the underside of the centre portion being free of adhesive
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whereby it will not adhere to the article when the label structure is so applied.

6. A label structure according to Claim 5, wherein the label carries a printed representation of a character, symbol or device, and the label is in the centre tear-away portion so that when the centre portion is removed from the article, the label can be removed from the centre portion and can be adhered to another surface such as a poster, collector's book or board or the like.

7. A label structure according to any preceding claim, wherein the label structure is made up of two webs, an upper web and a lower web, the lower web having pressure sensitive adhesive on both sides and having said label defined therein by die cutting, whilst the upper web has silicone release material on opposite sides so that the label structure can be stacked with other similar label structures in a block, or if the label structures are connected end to end in a web, the web can be wound without a backing sheet.

8. A label structure according to any preceding claim when embodied in a continuous web with other similar label structures, such web having transverse perforation lines to enable the individual label structures to be separated from the web readily.

9. A label structure substantially as hereinbefore described with reference to the accompany drawings.